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EXHIBIT K

Go to TrafficStars

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Advertising Guides How can I create a campaign?

How can I create a campaign?

Ad targeting best practices

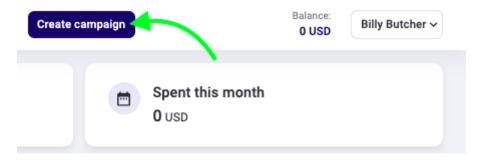


Written by Wade Wilson Updated this week

- Ad format
- <u>Categories</u>
- Scheduling
- <u>Targeting</u>
- Retargeting
- Optimizer
- Audience
- Pricing models
- Creatives
- Content moderation

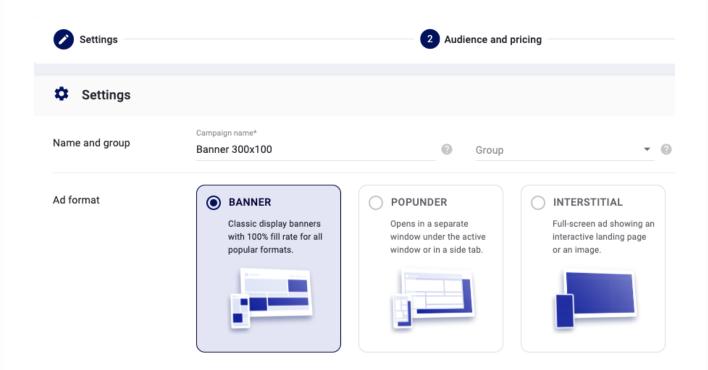
In this step by step guide we will show you how to create a banner ad campaign and all the important settings.

Log in to your account and click Create campaign.

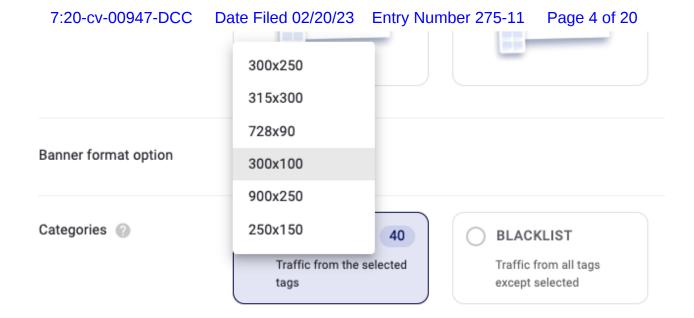


Ad format

Choose an ad format and name your campaign. For example, **Banner 300x100**.

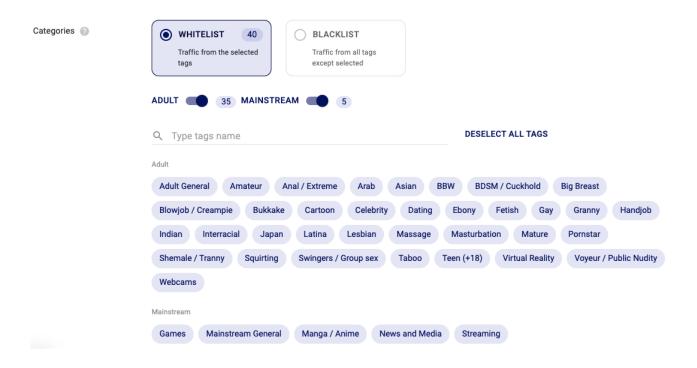


Then select a banner size. Let's say it will be 300x100.



Categories

Choose **Whitelist** to receive traffic from the selected categories (adult and mainstream) and tags. Choosing **Blacklist**, you'll not receive traffic from the selected categories and tags.



Scheduling

Here you can choose your time zone, specify start and end dates of the campaign.

Scheduling		
Start and end date	Time zone of the start and end dates (UTC) Coordinated Universal Time	· ②
	Start date	
	End date	
Day-time range 🔞	ALL CUSTOM	

Also, You can choose the days and hours during which your campaign will be active.

♥ Use presets to quickly select the right time.

ALL		wo	RKIN	G HO	URS		AY T	IME	N	IGHT	ТІМІ	Ε	CLE	AR AL	.L									
MON	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
TUE	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
WED	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
THU	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
FRI	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
SAT	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
SUN	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23

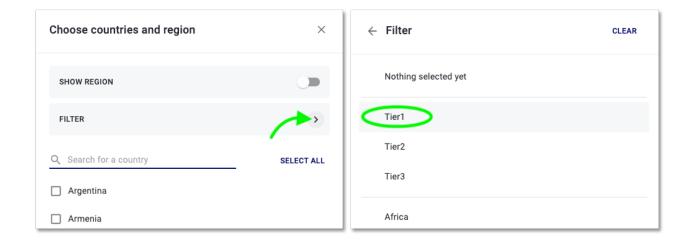
Targeting

Select required targeting options depending on your campaign goals. Let's take a look at each separately.

GEO targeting

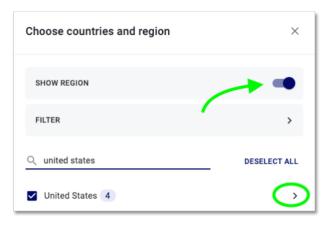
Here you can find the list of 240 countries. Select required GEOs.

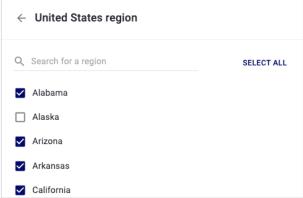
In addition to the standard manual selection of each country, you can use presets, like tier-1, DACH, English speaking countries etc.



You can also target specific regions, for example, Arizona, California etc.

Too narrow target can be the reason for the lack of impressions.





Languages

We recommend setting up language according to the ad creatives and landing page.

Choose languages	×
Q Search for a language	SELECT ALL
English	
German	
French	

Devices

We recommend creating separate campaigns for each device. The major benefit of this segmentation is more precise bid control.

Devices	O ALL	CUSTOM	
	DESKT	OP MOBILE	TABLET

Operating systems

Targeting by operating system and specific versions giving you granular control over the delivery of your ads to users. This is essential for promoting mobile apps.

Pon't mark desktop operating systems if you're targeting mobile devices.

Choose operating systems

×

Q Search for an operating system SELECT ALL

- ✓ i0S
- ☐ Tizen
- Android

Choose operating system versions

 \times

Q Search for an operating system ver:

SELECT ALL

- iOS 70
 - ✓ 15.9
 - **16.0**
 - **✓** 15.8
 - ✓ 15.7
 - **1**6.1
 - 3.2

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Browsers

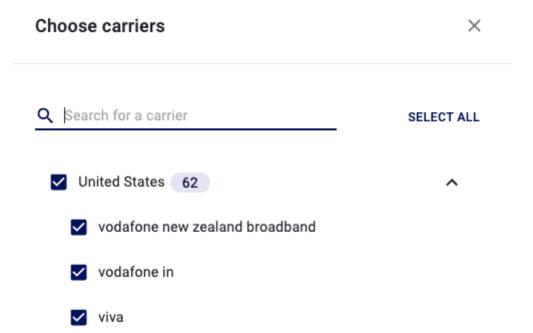
Targeting by browser is needed for advertisers who promote browser-specific products, like extensions. Also, this is an additional option to analyze the effectiveness of your ads.

Choose browsers	×
Q Search for a browser	SELECT ALL
Chrome	
Chrome Mobile	
Firefox	
Firefox Mobile	
□ IE	

Carriers

Target users by mobile operator (carrier) or cable internet provider (wi-fi).

This targeting is essential if you're promoting a PIN-submit offer that requires a specific carrier.



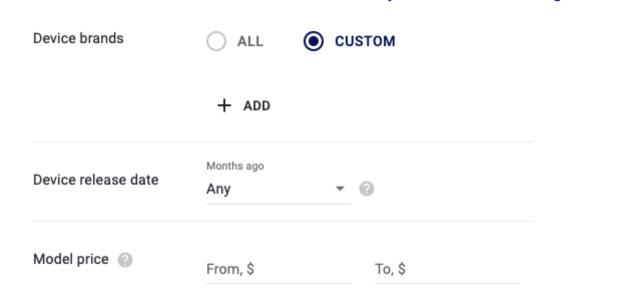
Proxy traffic type

Proxy servers enable users to hide their identity on the web. This is most often used by users to access sites that are blocked in their home country. So if you do not want to get impressions from unknown traffic or non-residents – check *only non-proxy traffic*.

Click the Advanced button to expand additional targeting options.

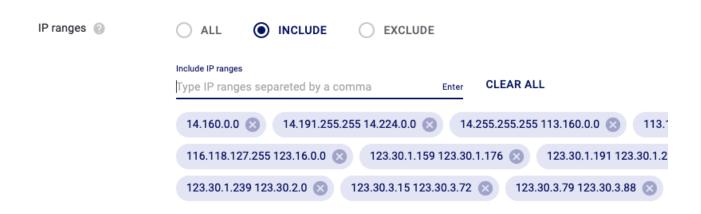


Here you can find additional targeting options for devices. Select a brand, model price and release date for even deeper mobile device targeting.



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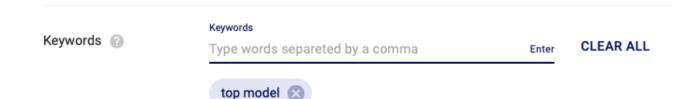
IP targeting allows you to add specific IP addresses, i.e. show ads at a hyper-focused level.



Keywords

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Keywords are the tags placed on the content of websites. In general, it is similar to category targeting, but keywords have more variations and could be more precise and niche. If a keyword of content matches the keyword in your ad campaign your ad will be shown on the spot of the page.



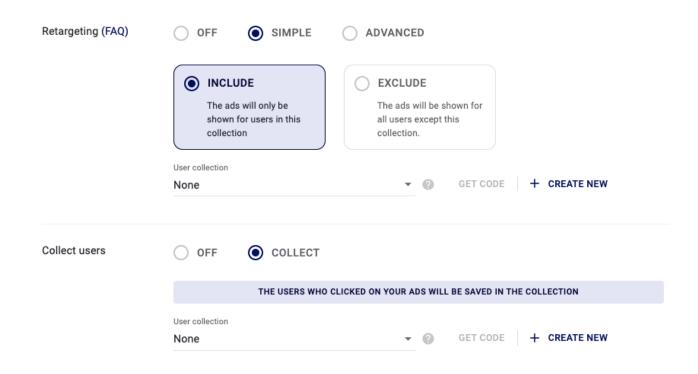
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Retargeting

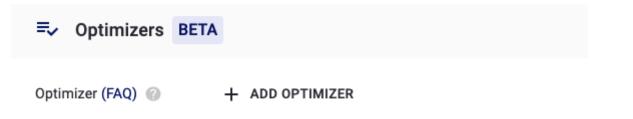
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This tool allows advertisers to target visitors that visited a landing page, but leave it without making a conversion. Click here to learn how retargeting works and how to set it up.



Optimizer

This is a tool that automatically adds under-performing ad spots to blacklists according to the rules you set. <u>Learn more about Optimizer here.</u>



Audience

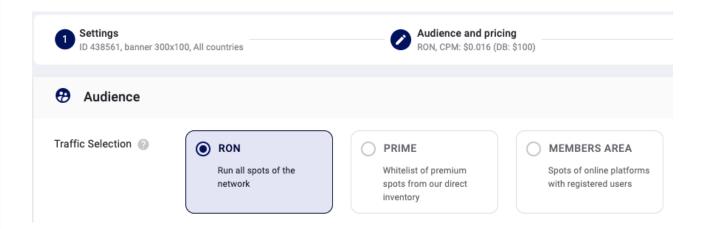
Select the traffic type:

- RON all ad spots.
- PRIME Premium ad spots.
- MEMBERS AREA Ad spots with registered users.

We recommend you to create separate campaigns for each traffic type.

This way you will precisely control your price. Set a higher bid for the *Members area* and a lower bid for *RON* traffic.

Once the campaign is saved, you can not change traffic type.

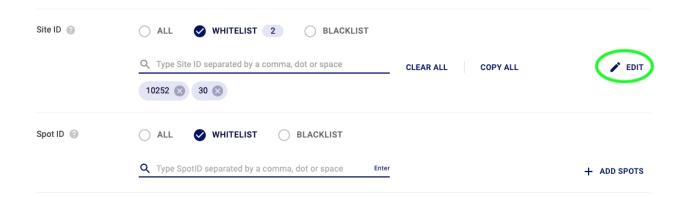


You can add sites and ad spots to Whitelists or Blacklists.

Whitelist means that your ads will be shown only to users from the specified sources.

Blacklist means that your ads will NOT be shown to users from the specified sources.

Click *Edit* to check the added domain names.



Traffic sources

Select both source types or start with direct inventory to test a new offer.



Pricing models

Select a pricing model by which you will buy traffic:

<u>CPM</u> - pay for 1000 impressions.

CPC - pay per click

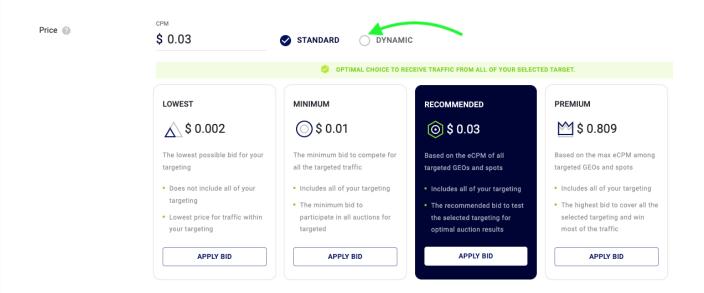
CPA - pay per conversion.



- Pesides standard CPM, you can launch ads on <u>Dynamic CPM</u>. DCPM allows you to bid at the best price possible without going higher than the bid set by you.
- If you choose Native ad format, the <u>CPMv model</u> will also be available.
- √ Keep in mind that our auction based on eCPM. So, CPM is the most stable and
 recommended bidding model. Thus, having tested our traffic and found profitable approaches,
 we recommend running ad campaigns on CPM model.

Price

Set the bid you're willing to pay for ads.



Budget

Set an overall or daily budget limit. The minimum daily budget is \$10.

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For In-Page Push ad format, the min daily budget is \$25.

Budget	Daily budget \$ 10	0	TOTAL BUDGET

Distribution

ASAP - tick it if you want to spend your budget as soon as possible.

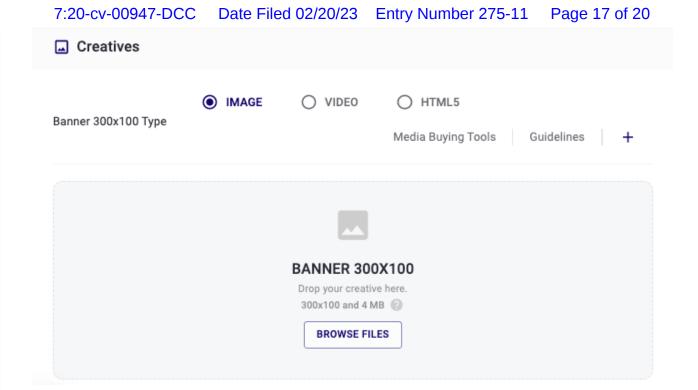
EVEN - tick this option if you want to distribute the budget evenly throughout the day.



Creatives

Upload your banners.

We support images (JPG, JPEG, PNG), including animated (GIF), <u>video</u> and <u>HTML5 banners</u>. The maximum file size is 4 Mb.



Add one or several banners.

Priority

Giving priority to banners is basically like increasing their weight inside your ad campaign. In the case where you have 2 banners:

- #1 has priority 1
- #2 has priority 2

The first will receive 33,3% traffic and the second 66.6% traffic. In general the display of the banner to display is "pseudorandom". Priority just increases the probability of choosing the banner with the biggest weight.

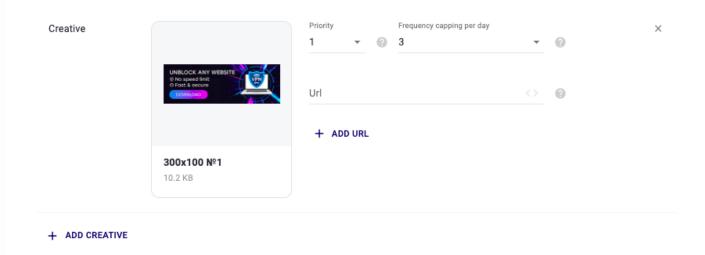
For example, if you have 4 banners and weights are respectively 1, 2, 3, 4: the system calculates the sum of all weights (1+2+3+4=10), and for each banner it sets the probability as the weight of banner divided by the sum of all weights (such as 1/10, 2/10, 3/10, 4/10, so the chances will be 10%, 20%, 30%, 40% per banner accordingly). It does not guarantee that the banner with the highest priority will get the 1st impression, but it definitely increases its probability.

We recommend to keep it by default initially, and then adjust, depending your creatives performance.

Frequency capping

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Set the <u>frequency capping</u> and add a link to the promoted offer.

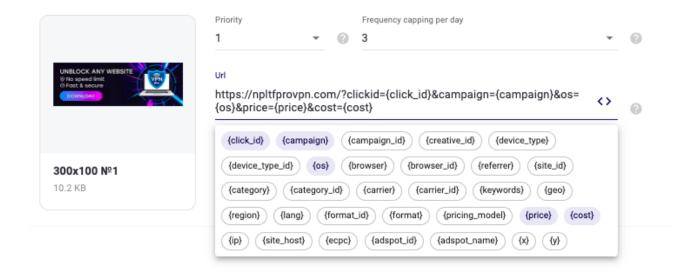


Tokens

Add required tokens to the link.

Yeep in mind that {click_id} token is a must in order to pass conversion information.

Set up <u>S2S tracking</u> to get conversions visible in TrafficStars statistics.



Content Moderation

If everything is alright, click Publish and the campaign will be sent to moderation.

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Moderation usually takes 10 minutes during our working hours, longer on weekends and holidays.



After the campaign is approved, it will start getting traffic. Otherwise, you will receive an email explaining why your campaign or ad creatives were rejected.

>> The most common reasons for rejection

Create campaign

Did this answer your question?









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